

Mason County
Quit Line Data Summary
January 1 - March 31, 2002

	County	State
Number of Calls to Quit Line	N = 41	N = 4,096
Percent of Statewide Calls	1.2%	100.0%
Percent of State Population in County¹	0.8%	100.0%
	County %	State %
Gender	N = 41	N = 3,737
Female	56.1%	61.7%
Male	43.9%	38.3%
Race/Ethnicity	N = 36	N = 3,032
People of Color	0.0%	12.8%
White	100.0%	87.2%
Age	N = 39	N = 3,176
Less than 18 years old	0.0%	2.3%
18 - 24 years old	12.8%	16.2%
25 - 34 years old	20.5%	23.2%
35 - 44 years old	35.9%	27.0%
45 years and older	30.8%	31.4%
Education	N = 39	N = 3,209
Did not graduate high school	20.5%	19.8%
High school graduate	25.6%	33.3%
Some college/vocational school	41.0%	36.9%
College graduate	12.8%	10.0%
Caller Type	N = 38	N = 3,483
General Information	5.3%	10.6%
Health care provider	2.6%	3.4%
Tobacco user	92.1%	86.1%
Payer Type	N = 24	N = 2,167
Insured	25.0%	40.2%
Uninsured	29.2%	25.1%
Medicaid	45.8%	34.7%
Heard About	N = 40	N = 3,110
Past caller	15.0%	12.9%
Employer/worksites	0.0%	1.4%
Health care provider	17.5%	17.0%
Television	22.5%	23.9%
Outdoor advertisement (billboard/bus/wall)	5.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	7.5%	6.2%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	1.7%
Brochure/Newsletter	2.5%	5.2%
Family or friend	22.5%	21.5%
Health Department	7.5%	3.0%
School	0.0%	0.9%